

International Journal of Agriculture Extension and Social Development

Volume 9; Issue 6; June 2026; Page No. 829-833

Received: 14-03-2026
Accepted: 18-04-2026

Indexed Journal
Peer Reviewed Journal

Profile characteristics of university extension personnel of PJTAU in Telangana state, India

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DOI: <https://www.doi.org/10.33545/26180723.2026.v9.i6k.3780>

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Abstract

The present study was conducted to assess the profile characteristics of the extension personnels of various KVKs and DAATTCs of University extension system of PJTAU in Telangana state comprising 60 Scientists as a sample size. The data was collected with the help of an interview schedule prepared for the study. The results revealed that the majority of University Extension Personnel belonged to the middle age group (91.67%), were male (71.67%), and possessed a Ph.D. degree (63.33%). Most of the respondents had received a medium level of training (73.33%), had low job experience (68.33%), and exhibited a medium level of job perception (55.00%). Further, half of the respondents reported a medium level of job involvement (50.00%), while 46.67 per cent showed a high level of job performance. A majority had a medium level of job satisfaction (56.67%), job stress (50.00%), perceived workload (55.00%), and organizational climate perception (58.33%). Most of the respondents had a medium level of aspiration (53.33%), risk orientation (53.34%), and scientific orientation (48.33%). More than half exhibited a high level of innovativeness (56.67%), high mass media exposure (68.34%), high achievement motivation (53.33%), and high infrastructure facilities availability (68.34%).

Keywords: Profile characteristics, extension personnel, risk orientation, innovativeness

1. Introduction

Extension professionals working environment and contexts are changing over time and their roles are also changing too. The role of extension personnel today goes beyond technology transfer to facilitation; beyond training to learning, and includes mobilization of farmers, dealing with marketing issues and agriculture production, partnering with a broad range of service providers and other agencies.

University extension personnel serve as vital agents in linking universities with farming communities, rural populations, and other stakeholders by facilitating the transfer of knowledge, innovations, and technologies. Their role extends beyond information dissemination to include capacity building, problem-solving, advisory services, and fostering community development.

Profile characteristics such as age, gender, educational qualification, professional experience, training exposure, job

position, organizational involvement, and communication competencies have been recognized as important determinants of job performance and effectiveness in extension services.

Understanding the profile characteristics of university extension personnel is therefore essential for identifying strengths and gaps in human resources, designing capacity-building programs, and developing policies aimed at improving extension service delivery. An assessment of these characteristics provides a foundation for enhancing organizational efficiency and ensuring that extension systems remain responsive to the evolving needs of communities and stakeholders.

2. Methodology

Ex-post facto research design was applied for the study. All the three zones from Telangana state were selected. 60

scientists from various KVKs and DAATTCs of PJTAU were chosen randomly as sample size and respondents. The collected data were analyzed using statistical methods such as frequency, percentage. The data collected thus was tabulated, analyzed and the results were presented.

3. Results and Discussion

The profile characteristics of extension personnel of University extension system examined in the present study

consists of age, gender, educational qualification, training received, job experience, job perception, job involvement, job performance, job satisfaction, job stress, perceived workload, organizational climate, level of aspiration, risk orientation, scientific orientation, innovativeness, mass media exposure, achievement motivation and infrastructure facilities. Data pertaining to these variables were collected systematically and analysed. The results of the analysis are presented in Table 1.

Table 1: Profile characteristics of University extension personnel working in PJTAU

S. No.	Characteristics	Category	University Extension Personnel	
			(f)	(%)
1	Age	Young (Up to 35 years)	5	8.33
		Middle (36-55 years)	55	91.67
		Old (>55 years)	0	0.00
2	Gender	Male	43	71.67
		Female	17	28.33
3	Educational Qualification	Secondary School	0	0.00
		Higher Secondary School	0	0.00
		Graduate	0	0.00
		Post Graduate	22	36.67
		Ph.D.	38	63.33
4	Training Received	Low (1-6)	0	0.00
		Medium (6-11)	44	73.33
		High (11-16)	26	26.67
5	Job Experience	Low (2-10 years)	41	68.33
		Medium (10-18 years)	16	26.67
		High (18-26 years)	3	5.00
6	Job Perception	Low (16-20)	6	10.00
		Medium (20-24)	33	55.00
		High (24-28)	21	35.00
7	Job Involvement	Low (18-30)	6	10.00
		Medium (30-42)	30	50.00
		High (42-55)	24	40.00
8	Job Performance	Low (20-36)	6	10.00
		Medium (36-52)	26	43.33
		High (52-68)	28	46.67
9	Job Satisfaction	Low (15-26)	4	6.66
		Medium (26-37)	34	56.67
		High (37-48)	22	36.67
10	Job Stress	Low (19-28)	14	23.33
		Medium (28-37)	30	50.00
		High (37-46)	16	26.67
11	Perceived Workload	Low (8-11)	11	18.33
		Medium (11-14)	33	55.00
		High (14-17)	16	26.67
12	Organizational Climate	Low (9-17)	6	10.00
		Medium (17-25)	35	58.33
		High (25-33)	19	31.67
13	Level of Aspiration	Low (11-15)	2	3.33
		Medium (15-19)	32	53.33
		High (19-23)	26	43.34
14	Risk Orientation	Low (14-22)	8	13.33
		Medium (22-30)	32	53.34
		High (30-38)	20	33.33
15	Scientific Orientation	Low (14-22)	3	5.00
		Medium (22-30)	29	48.33
		High (30-38)	28	46.67
16	Innovativeness	Low (12-20)	3	5.00

		Medium (20-28)	23	38.33
		High (28-36)	34	56.67
		Low (5-8)	8	13.33
17	Mass Media Exposure	Medium (8-11)	11	18.33
		High (11-14)	41	68.34
		Low (12-19)	0	0.00
18	Achievement Motivation	Medium (19-26)	28	46.67
		High (26-33)	32	53.33
		Low (15-20)	5	8.33
19	Infrastructure Facilities	Medium (20-25)	14	23.33
		High (25-30)	41	68.34
		Low (15-20)	5	8.33

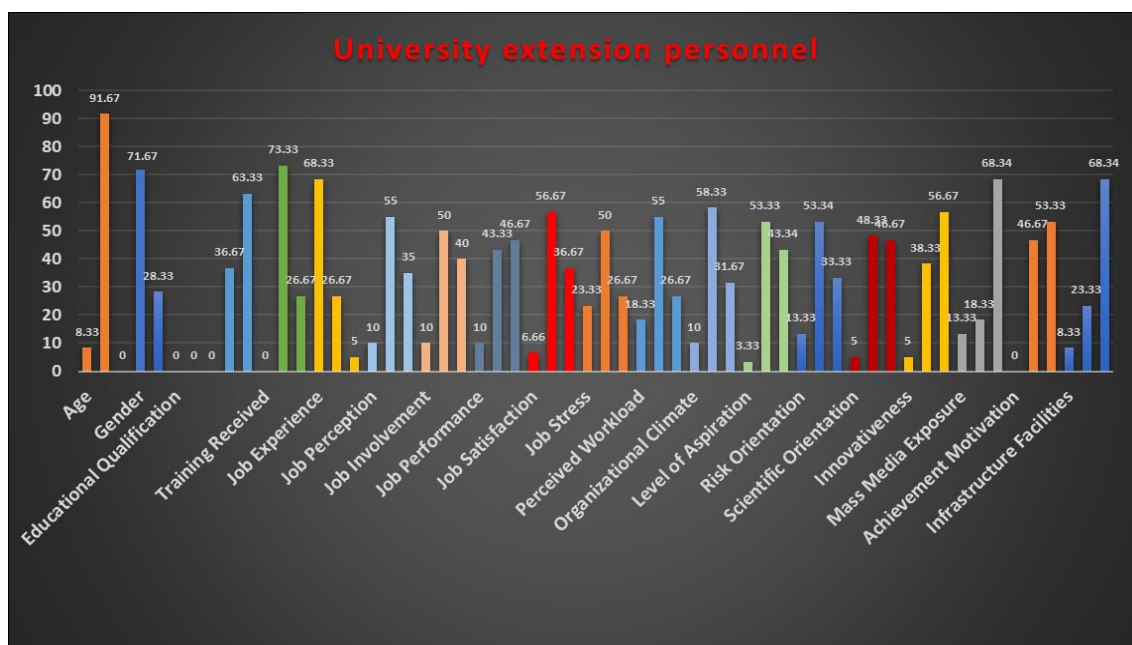


Fig 1: Profile characteristics of University extension personnel

Age

In university extension system, majority of the respondents were middle-aged (91.67%), followed by young aged (8.33%), with no representation from the old age group. This trend may be explained by delayed recruitment processes in universities. These results are consistent with earlier studies conducted by Raksha *et al.* (2014) [7], Sathish (2015) [9], Ramakrishna (2026) [8], and Udaykumar (2025) [10].

Gender

Most respondents were male (71.67%), with females constituting 28.33 per cent. These findings suggest that male extension personnel predominate, while female representation remains comparatively limited. The relatively lower participation of women in extension services may be associated with the field-oriented nature of extension work, which often involves extensive travel, frequent interaction with farmers, and assignments in remote rural areas.

Educational qualification

Majority of the respondents from university extension system possessed doctoral qualifications (63.33%), followed by postgraduates (36.67%), with no representation from lower educational categories. The predominance of Ph.D. qualifications among university extension personnel may be

due to the university recruitment policy, wherein a doctoral degree in Agriculture is considered the desirable qualification for the appointment of scientists.

Training received

In the university extension system, a substantial majority of respondents (73.33%) were classified under the medium level, followed by slightly more than one fourth (26.67%) in the high level category, while none were observed in the low level category. The higher proportion of respondents in the medium to high training categories may because of their participation in research-oriented and advanced capacity-building programmes. Furthermore, University Extension personnel participated in developing winning research proposals in Agriculture, research methodology, statistical analysis, and data interpretation, scientific communication and Science Presentation and people centric development etc.

Job experience

A substantial proportion of the respondents (68.33%) were categorized under the low experience group, followed by more than one fourth (26.67%) in the medium category and only 5.00 per cent in the high experience category. The higher proportion of respondents with low experience in university extension system may be due to recent

recruitment and higher workforce mobility. The findings of the present study are in conformity with those reported by Jayant (2013) ^[3], Khadayata (2018) ^[4], Sathish (2015) ^[9], and Uday Kumar (2025).

Job perception

Majority (55.00%) of extension personnel demonstrated a moderate level of job perception, followed by more than one third (35.00%) with a high level and 10.00 per cent with a low level.

The predominance of a moderate level of job perception may be attributed to the regular engagement of extension personnel in routine professional activities. These activities include dissemination of information regarding agricultural programmes, field visits, identification and analysis of farmers problems, facilitation of farmer participation, and provision of market-related information.

Job involvement

50.00 per cent of the extension personnel reported a moderate level of job involvement, followed by 40.00 per cent with a high level and 10.00 per cent with a low level of job involvement. The predominance of a moderate level of job involvement may be attributed to the respondents sense of professional responsibility and commitment to their assigned duties. The present findings are in consonance with the results reported by Mishra *et al.* (2011) ^[5] and Gopika (2014) ^[2].

Job performance

Majority (46.67%) of extension personnel exhibited a high level of job performance, followed closely by 43.33 per cent with a moderate level and 10.00 per cent with a low level of job performance. The predominance of moderate to high levels of job performance may due to their active engagement in diverse extension activities, include conducting FLDs, OFTs, conducting farmer training programmes, regular field diagnostic visits, direct interaction to identify and understand farmers problems, persuasion of farmers and local leaders to adopt improved agricultural technologies.

Job satisfaction

Majority (56.67%) of extension personnel reported a moderate level of job satisfaction, followed by 36.67 per cent with a high level and 6.67 per cent with a low level. The predominance of moderate to high levels of job satisfaction may be attributed to several favourable organizational and professional factors, such as assured salary, job security, recognition for good performance, greater autonomy in work, and scope for career advancement.

Job stress

50.00 per cent of the respondents reported a moderate level of job stress, followed by 26.67 per cent with a high level and 23.33 per cent with a low level of job stress. The comparatively moderate stress levels in this system may be attributed to better infrastructural facilities, structured work schedules, and a supportive organizational environment, which collectively help in mitigating stress.

Perceived workload

Majority (55.00%) of extension personnel reported a moderate level of workload, followed by more than one fourth (26.67%) with a high level and 18.33 per cent with a low level of workload. The predominance of a moderate workload in the university extension system may be attributed to a relatively balanced distribution of responsibilities, including the conduct of On-Farm Trials (OFTs), Front Line Demonstrations (FLDs), and farmer training programmes.

Organizational climate

Majority (58.33%) of extension personnel reported a moderate level of organizational climate, followed by 31.67 per cent with a high level and 10.00 per cent with a low level. The relatively favourable organizational climate observed in the university extension system may be attributed to an academic and supportive work environment characterized by greater professional autonomy, effective coordination, and mutual trust among colleagues may further contribute to a positive perception of the organizational climate.

Level of aspiration

In the university extension service system, 53.33 per cent of the respondents exhibited a moderate level of aspiration, followed by a substantial proportion (43.34%) with a high level and only 3.33 per cent with a low level of aspiration. Exposure to academic growth, research engagement, and professional recognition may enhance motivation and foster higher levels of aspiration.

Risk orientation

53.34 per cent of extension personnel reported a moderate level of risk orientation, followed by one third (33.33%) with a high level and 13.33 per cent with a low level of risk orientation.

The moderate to high levels of risk orientation may be attributed to their exposure to research, training, and innovative technologies, which enhances their confidence in adopting new approaches.

Scientific orientation

Majority of the respondents (48.33%) exhibited a medium level of scientific orientation, followed by 46.67 per cent with a high level and only 5.00 per cent with a low level of scientific orientation. The relatively higher level of scientific orientation may be attributed to their strong academic and research background. Continuous involvement in research, training, and extension activities, along with access to updated scientific knowledge, enhances their competence and confidence in promoting scientifically validated technologies and innovations in the field.

Innovativeness

Majority (56.67%) of extension personnel exhibited a high level of innovativeness, followed by 38.33 per cent with a moderate level and only 5.00 per cent with a low level. The higher level of innovativeness may be attributed to their strong academic and research orientation. Their active involvement in research activities, including the

development and testing of technologies fosters a culture of experimentation and innovation. The present findings are in agreement with the studies conducted by Raksha *et al.* (2014) ^[7] and Nikitha (2023) ^[6].

Mass media exposure

A substantial majority (68.34%) of extension personnel exhibited a high level of mass media exposure, followed by 18.33 per cent with a moderate level and 13.33 per cent with a low level.

The relatively higher level of mass media exposure may be attributed to their academic and research-oriented work environment, which necessitates continuous updating of knowledge through diverse media sources. Regular engagement with newspapers, scientific journals, extension literature, and broadcast media enables them to remain informed about recent developments, innovations, and advancements in agriculture, thereby enhancing their level of exposure.

Achievement motivation

A substantial majority (53.33%) of extension personnel exhibited a high level of achievement motivation, followed by 46.67 per cent with a moderate level, and none in the low category. The relatively higher level of achievement motivation may be attributed to their academic and professional work environment, which fosters goal orientation, perseverance, and a pursuit of excellence may enhance their intrinsic motivation to perform at higher levels.

Infrastructure facilities

A substantial majority (68.34%) of extension personnel reported a high level of infrastructural facilities, followed by slightly less than one fourth (23.33%) with a moderate level and 8.33 per cent with a low level. The higher level of infrastructural facilities in the university extension system may be attributed to stronger institutional support and funding, which ensure the availability of well-equipped offices and advanced resources such as computers, printers, scanners, LCD projectors, internet connectivity, video conferencing facilities, and other information and communication technology (ICT) tools. The present findings are in agreement with the studies conducted by Vijai Babu (2005) ^[11] and Gelot (2014) ^[1].

4. Conclusion

The study revealed that the majority of university extension personnel were middle-aged, male, highly educated (Ph.D. holders), and had received a medium level of training. Most respondents exhibited moderate levels of job perception, job involvement, job satisfaction, job stress, workload, organizational climate, aspiration, risk orientation, and scientific orientation. However, high levels of job performance, innovativeness, mass media exposure, achievement motivation, and infrastructural facilities were observed. Overall, the findings indicate that university extension personnel possess favourable professional, psychological, and organizational characteristics that support effective extension service delivery. Further strengthening of training, professional development, and organizational support can enhance their effectiveness and

contribution to sustainable agricultural development.

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